

**METHOD AND APPARATUS FOR PROVIDING INFORMATION REGARDING
A PRODUCT**

ABSTRACT OF THE DISCLOSURE

5 A system, method, apparatus, and computer program code for providing and receiving information regarding a product. According to embodiments of the present invention, a location (e.g., a Web site, database) is established or determined wherein information regarding a product or a person can be found. Access to some or all of the information may be limited or provided only to specific people or devices. The

10 10 information may be information regarding a product and an address associated with the location may be provided to a recipient of the product, a provider of the provider, etc. The receiver of the address can use the address to access the information or pass the address along to others. The information may be updated by or based on the recipient, the provider, or another party or device. In some embodiments, the address may be

15 15 printed directly on packaging associated with a product.